# UNSEEN Product Concept Document

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| Section | Details |
| 1. Market Problem or Opportunity | • Dating App Fatigue & Superficiality: Traditional swipe-based apps drive burnout and judgment by visuals and bios. • Shallow Connections: Users report low emotional depth; matches focus on looks first. • Mental Health & Inclusivity Gap: Introverted, neurodiverse, and marginalized communities seek safer, slower-paced connection. |
| 2. Market Segments | • Emotionally Aware Singles: Genuine, soul-level bonding beyond surface attraction. • Neurodiverse & Introverted Users: Prefer text/voice to reduce anxiety. • LGBTQ+ & Marginalized Communities: Value privacy, consent, and trauma-informed engagement. • Corporate/Team Building: 'Blind bonding' workshops for teams. |
| 3. Key Financials | • Pricing Model: €9/month or €81/year subs; €1 per reveal credit; 3 free reveals/month. • Projected Conversion: 10% trial-to-paid, 10% MAU conversion yields ~€0.83 ARPU. • Breakeven MAUs: ~800 paying users at 10% conversion to cover €650/mo overhead. • Revenue Potential: 5,000 MAUs → €4,150/mo revenue (85% margin). |
| 4. Market Window | • Trend Alignment: Demand for mindful, mental-health-oriented digital experiences in 2025. • Regulatory Timing: GDPR & DSA maturity opens window for privacy-first innovation. • Competitive Gap: Few blind-first offerings; UNSEEN can lead in 12–18 months. |
| 5. Competitive Landscape | • Blindlee: Credit-based reveals (€7.99–€29.99); basic anonymity. • Hinge Preferred: $14.99–$29.99/mo; image-first with prompts. • Bumble Premium: £32.99–£139.99 plans; visual-centric. • Coffee Meets Bagel: $20–$35/mo; limited emotional scaffolding. |
| 6. Main Features and Functionality | • Anonymous Chat & Voice: Text and P2P voice before visuals. • Depth-Scoring & AI Prompts: Real-time emotional scoring & scaffolding. • Layered Reveal Tiers: Alias → first name → blurred video → full profile. • Progress Tracker: Bonding timeline & reflection cards. • Privacy & Safety: Encryption, SOS, moderation. |
| 7. Key Differentiators | • Emotion-First Matching: Values, humor, vulnerability comfort. • AI-Guided Depth: Fine-tuned self-disclosure detection & prompts. • Dynamic Reveal Engine: Configurable pacing + multi-tier consent. • Community-Created Content: Voted prompt packs for freshness. |
| 8. Go-to-Market Logistics | • Channels: Podcasts, TikTok storytelling, referrals. • Beta Launch: 500 invite-only testers; feedback loops. • Partnerships: Therapists/coaches for co-branded packs. • Localization: EU first, then US/UK with localized pricing/legal. |
| 9. Business Success Measurements | • Acquisition & Activation: 1,000 signups; 30% first-message activation. • Engagement: 12–18 messages to reveal; D7 retention >25%. • Conversion: 10% trial-to-paid; >5% credit purchase rate. • Monetization: ARPU >€0.83; ≥€4,000/mo by 5,000 MAUs. • Satisfaction: NPS ≥30; depth feedback ≥4/5. |